

**REMARKS**

Review and reconsideration of the application in view of Applicants' amendments and remarks are respectfully requested. Applicants herein amend Claim 1 for clarity. Such amendments are supported in the specification at page 4, lines 18-27, by Figs. 3-5, and by the claims as originally filed.

Consideration of the amendments and remarks after final is proper under 37 C.F.R. §1.116 because 1) the amendment does not add new matter; 2) the amendment does not require further search or consideration; 3) the remarks clarify issues previously presented; and 4) the amendment and remarks place the application in condition for allowance, or at least in better condition for appeal, should an appeal be necessary. Entry and consideration of the amendment and remarks is thus respectfully solicited.

Applicants thank Examiner Tweel for the continued indication of allowance of claims 8-23. For at least the reasons set forth herein, Applicants submit all claims 1-23 are in condition for allowance.

Applicants note the replacement drawings submitted February 28, 2005, have not been considered by the Examiner. Consideration and entry of the replacement drawings is respectfully requested. Further, Applicants' Information Disclosure Statement submitted January 17, 2005, has not been considered or acknowledged. Applicants include a copy of the form previously submitted for the Examiner's convenience.

Claims 1, 2, 4, and 5 are rejected under 35 U.S.C. 102(e) over Wilkes et al., US 6,622,410 B2. Claims 3, 6, and 7 are rejected under 35 U.S.C. 103(a) over Wilkes et al. in view of Brick et al., US 6,269,342 B1. Applicants traverse the rejections for at least the following reasons.

Wilkes et al. does not disclose or suggest a shelf talker with a plurality of single character display chips. As shown in Fig. 3 of Wilkes et al., the display is a uniform display, comprising a single display screen, or one LCD. This is similar to the figures of Brick et al., which clearly show and describe a single LCD with

multiple symbols or characters displayed on the one LCD. In contrast, claim 1, as shown in Fig. 3 of the application, pertains to a shelf talker wherein the display comprises a plurality of individual display chips, each chip corresponding to a different character or symbol. Thus, Wilkes et al., alone or in combination with Brick et al., does not disclose or suggest the subject matter of the claimed invention.

Although Applicants submit Wilkes et al. does not disclose or suggest a shelf talker with a plurality of single character display chips, in order to further prosecution, Applicants herein amend claim 1 to depend from claim 8. Claim 1 and claims 2-7 dependent therefrom are allowable for at least the same reasons as claim 8. Reconsideration and withdrawal of the rejections of claims 1-7 are in order, and are respectfully requested.

All of claims 1-23 being in condition for allowance for at least the above reasons, reconsideration and prompt action in the form of a Notice of Allowance are respectfully solicited.

Should the Examiner require anything further, or have any questions, the Examiner is asked to contact Applicants' undersigned representative.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Kathleen Neuner Manne', written over a horizontal line.

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**If the Examiner is unable to reach the Applicant(s) Attorney at the telephone number provided, the Examiner is requested to communicate with Eastman Kodak Company Patent Operations at (585) 477-4656.**

Attachment: copy of January 17, 2005 information disclosure statement